

1 (1) receiving at a transmitter station some downloadable [executable] code  
2 which is effective at a receiver station to select a subscriber datum for simultaneous or  
3 sequential presentation with a mass medium program, said downloadable [executable]  
4 code having at each of said plurality of receiver stations a target processor to process  
5 data;

6 (2) transferring said downloadable [executable] code from said transmitter  
7 station to a transmitter;

8 (3) receiving one or more control signals at said transmitter station, said one  
9 or more control signals operate to execute said downloadable [executable] code; and

10 (4) transferring said one or more control signals from said transmitter station  
11 to said transmitter, and transmitting an information transmission comprising the  
12 downloadable [executable] code and one or more control signals.

13 14. (Amended) The method of claim 13, wherein said downloadable  
14 [executable] code or some identification data in respect of said downloadable  
15 [executable] code are embedded in a television signal.

16 15. (Amended) The method of claim 13, wherein a television program is  
17 displayed at a receiver station and said downloadable [executable] code programs said  
18 receiver station processor [or computer] to output video, audio, or text in the context of  
19 said television program or to process a viewer reaction to said television program or to  
20 select information that supplements said television program content.

21 16. (Amended) The method of claim 13, wherein said one or more control  
22 signals incorporate some of said downloadable [executable] code.